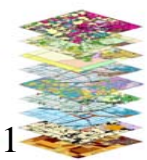


Community Planning Resource: supporting the WI land use planning law

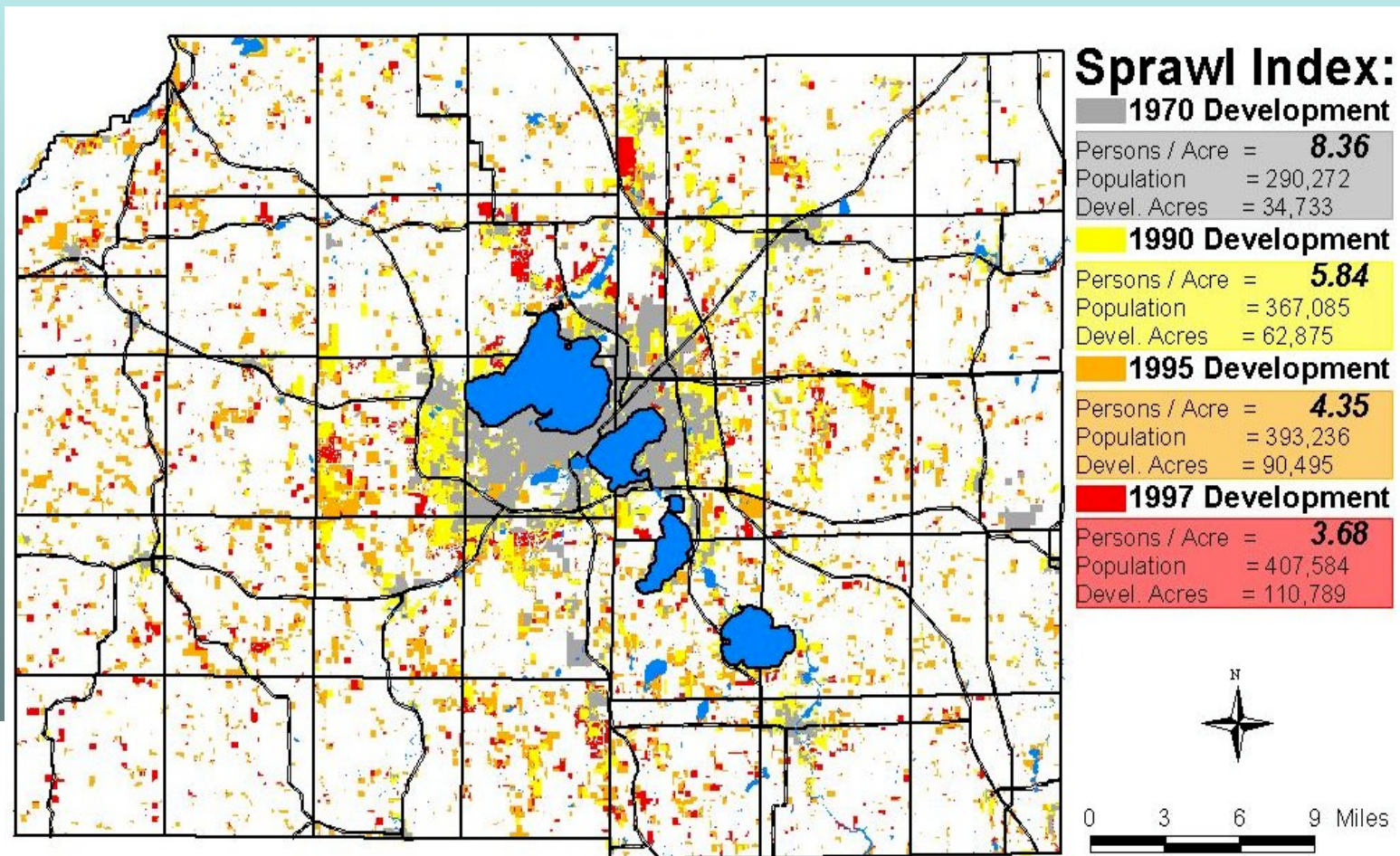
Changing Landscapes II -
January 22-23, 2004
Madison WI

Jeff Sledge - Project Director
Steve Ventura - Professor
Land Information and Computer Graphics Facility
University of Wisconsin-Madison



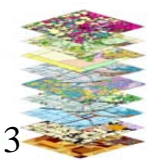
Land use issues

- **Sprawl**
- Farmland conversion
- Habitat encroachment
- Congestion



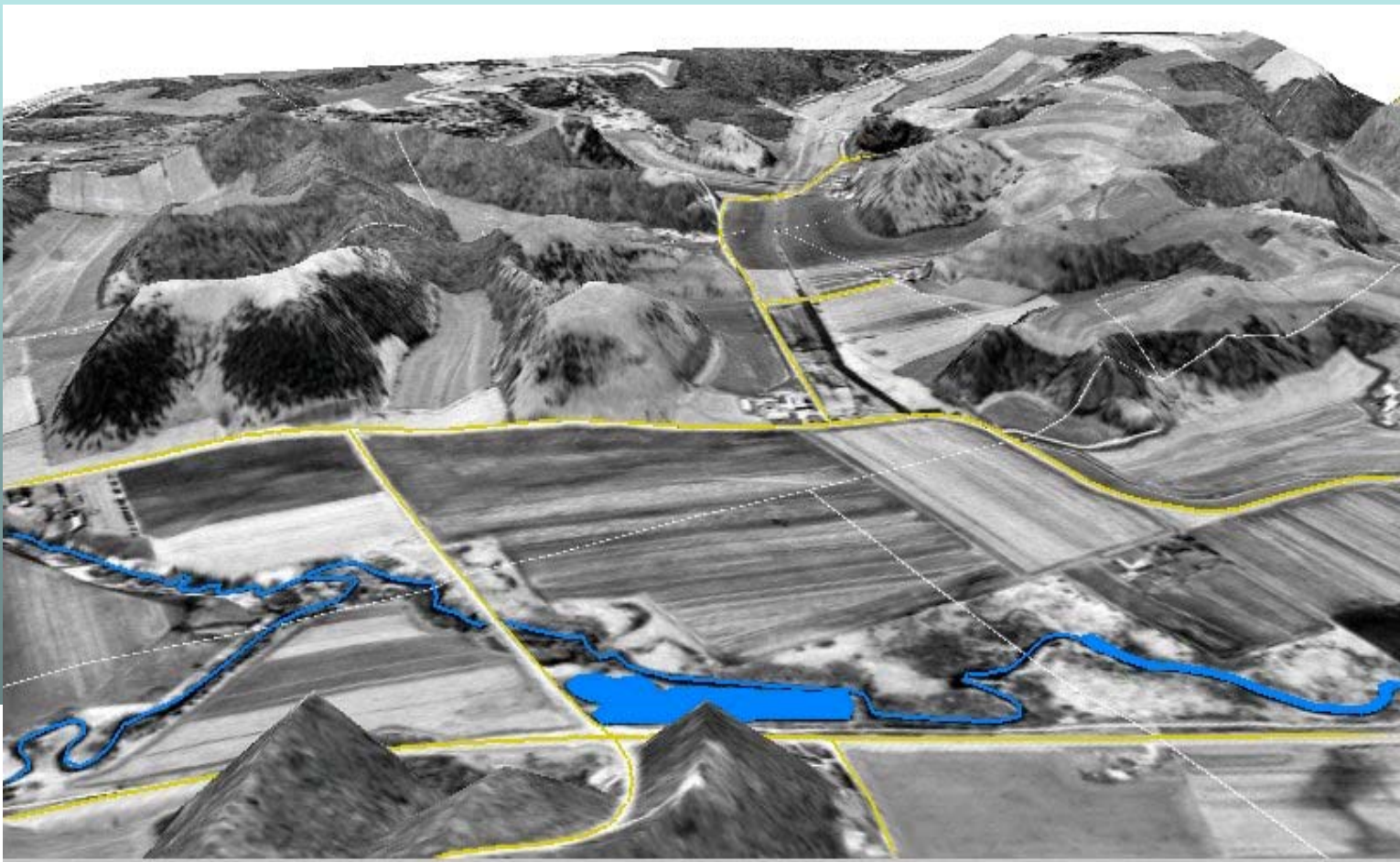
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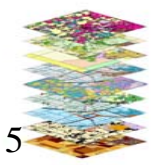
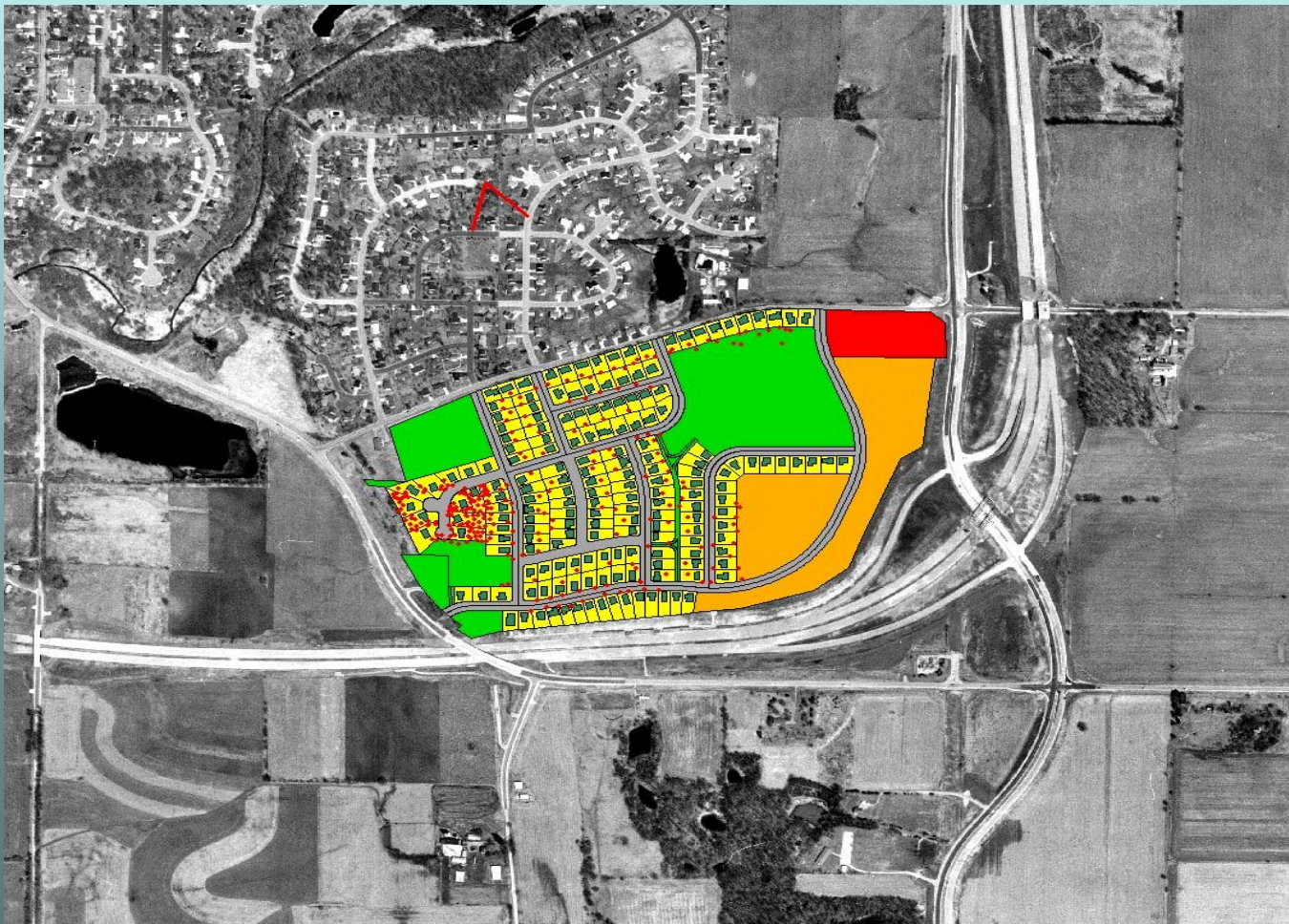
Land use issues

- Sprawl
- Farmland conversion
- **Habitat encroachment**
- Congestion



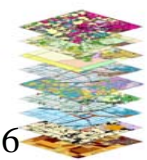
Land use issues

- Sprawl
- Farmland conversion
- Habitat encroachment
- Congestion



Wisconsin's comprehensive land use planning law

- All 1800+ jurisdictions in the state
 - many without any experience (or acceptance!) of planning
 - many small, rural towns and villages
- Nine specific planning elements
- Explicit requirements:
 - mapping
 - future growth scenarios
 - citizen participation
- Real consequences of failure to comply:
loss of local authority



Community Planning Resource

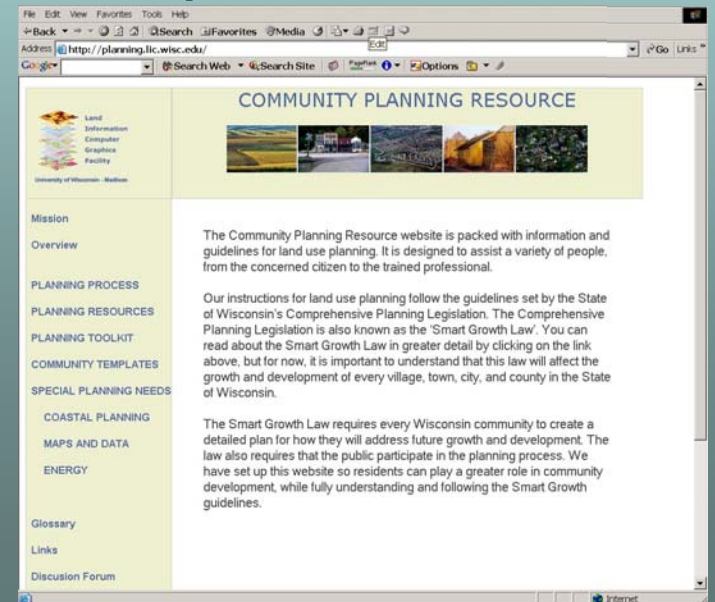
Web-based support for rural communities:

- community planning web presence
- examples and templates
- educational resources
- planning facilitation
- tools and data



Design and Development: Our Challenges

- Design and build a web-accessible resource that will aid people in rural areas as they make land use planning and policy decisions.
- Make this resource valuable to citizens working to meet the State's Comprehensive Planning requirements.



Design and Development: Constraints

- What technology assumptions can we make?
- Which planning requirements can a community address?
- What is land use planning and what point of view should this resource adopt?



Design and Development:

Community context

- Who is affected by this new law?
- Who is the audience?
- What do they know?
- How do they learn?



Site Performance Objectives

- Responsive to changing legal requirements
- Flexible and deep information content
- Intuitive internal navigation
- Always a way forward
- Accessible
- Fast
- Free

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Address http://planning.lic.wisc.edu/Planning%20Toolkit/CPR_PT_AgrNat&CulRes.htm

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Land Information Computer Graphics Facility

University of Wisconsin - Madison

COMMUNITY PLANNING RESOURCE

PLANNING TOOLKIT		
ISSUES & OPPORTUNITIES	HOUSING	TRANSPORTATION
AGRICULTURAL NATURAL & CULTURAL RESOURCES	COMMUNITY FACILITIES	ECONOMIC DEVELOPMENT
INTERGOVERNMENTAL COOPERATION	LAND USE ELEMENT	IMPLEMENTATION


Home >> Planning Toolkit >> **Agricultural Natural & Cultural Resources**

AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES



Site Content Goals

- Balance: Education, Resources, Facilitation
- Continuous engagement with a broad community
- Partners who can contribute significant expertise
- Open to alternative view points



Land
Information
Computer
Graphics
Facility

University of Wisconsin - Madison

Mission

Overview

PLANNING PROCESS

PLANNING RESOURCES

PLANNING TOOLKIT

COMMUNITY TEMPLATES

SPECIAL PLANNING NEEDS

COMMUNITY PLANNING RESOURCE

PLANNING TOOLKIT		
ISSUES & OPPORTUNITIES	HOUSING	TRANSPORTATION
AGRICULTURAL NATURAL & CULTURAL RESOURCES	COMMUNITY FACILITIES	ECONOMIC DEVELOPMENT
INTERGOVERNMENTAL COOPERATION	LAND USE ELEMENT	IMPLEMENTATION

Home >> Planning Toolkit >> **Agricultural Natural & Cultural Resources**

AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

Instant Overview:

The Agricultural, Natural, and Cultural Resources Element in your Comprehensive Plan outlines the goals, policies, objectives, plans, and programs for conserving and promoting the effective management of natural



First Design Cut

- **Delivery “Blocks” Defined**

 - Planning Resources

 - Planning Tools

 - Community Template

- **End User Profiles Identified**

 - Local Elected Official

 - Land Use Task Force Volunteer

 - Planning Professional

 - Concerned, Active Citizen

 - High School Student

- **First Test Suite**

 - ARC IMS Dial-Up

 - Graphics Delivery

 - Framework Delivery



Content Structure

- Formal story boarding - content tagged to cards
Process took several months of work
270+ and counting knowledge areas



Content Structure

- Assembly and editing of materials
- Vetting of links and resources
- Placement of content and structuring of internal linkages
- Special educational opportunities



Content Definition

A Community of Knowledge

Design Team (GIS and IT Specialists)

Academic and Professional Planners

Government Representatives

Public and Special Interest Groups

Citizen Planners



Content Definition

A Community of Knowledge

Design Team (GIS and IT Specialists)

Academic and Professional Planners

Government Representatives

Public and Special Interest Groups

Citizen Planners



Layered Knowledge and Tools

- In-depth material is never more than three clicks away
- There is always a way to learn and do more
- Tools and methods are presented in lay terms, with data and technical requirements explained

THE PLANNING PROCESS

Your community is expected to plan for future land use and development by creating a Comprehensive Plan LINK. You are about to begin the planning process. There are a lot of decisions to make and a lot of information to collect before you establish goals and objectives for your final Comprehensive Plan. This section details the steps in the planning process.

Basic Steps in the Planning Process:

- 1. Priority setting**, where you identify the concerns, priority issues, and future goals that are most important to members of your community.
- 2. Inventory**, where you take stock of your community's physical and human assets, track how and why things are changing, and predict what changes are likely to take place in the future.
- 3. Strategy identification**, where you identify a set of policies, programs, and actions that might be employed by the community to address concerns, priorities, and future goals. This usually involves weighing the costs and benefits of alternative paths, identifying trade-offs in pursuing different approaches, and assessing the impacts of choices.
- 4. Plan implementation**, where you develop, approve, and implement specific policies, programs, and actions recommended in the plan.



Current Delivery Structure

- Planning Process: *Facilitation*
- Community Planning Resource: *Education*
- Planning Toolkit: *Tools and Data*
- Community Template: *Web Presence*



Planning Process: *Facilitation*

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COMMUNITY PLANNING RESOURCE

Home >> **Planning Process**

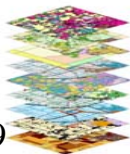
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Internet



Community Planning Resource: *Education*

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COMMUNITY PLANNING RESOURCE

PLANNING RESOURCES

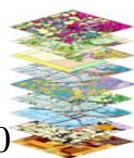
INTRODUCTION	COMPREHENSIVE LEGISLATION	PLAN EXAMPLES
COMMUNITY ENGAGEMENT	COMPREHENSIVE PLANNING ELEMENTS	TRAINING
DOCUMENTS & PUBLICATIONS	AGENCIES & ORGANIZATIONS	EVENTS & NEWS

Home >> **Planning Resources**

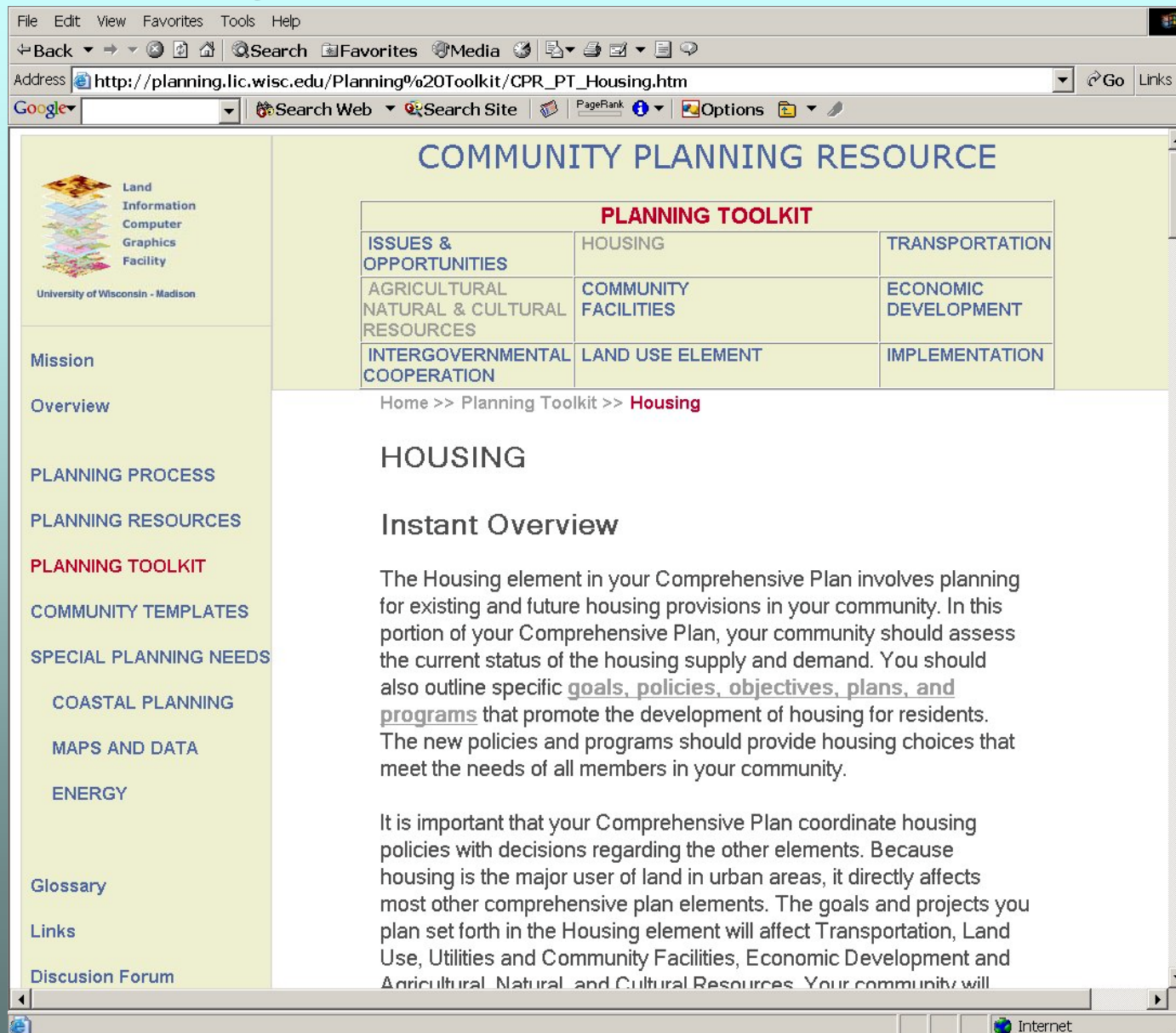
GENERAL INFORMATION RELATED TO ALL ELEMENTS

We have established that nine elements must be included in your Comprehensive Plan. But how do you approach each element? There are four steps to follow which will help you examine each element as it relates to your community and then add it to your Comprehensive Plan. The following is a rough outline of the steps. The pages for each element contain specific advice, tips, and questions.

1. Discuss some general goals your community would like to achieve in the planning process. Before you start collecting background information, think about broad goals and objectives so you have a starting point for collecting background information.
2. Once you have outlined general goals, you need to collect information related to them. For each element, there is a list of suggested things to research which relate specifically to that element. Hopefully, your community will already have much of the needed information in archives or local government agency records.
3. After you have collected the data, the next step is to analyze it. This includes assessing the information you have collected and deciding what areas could use improvement. In addition to identifying problem areas, the data should clarify what



Planning Toolkit: *Tools and Data*



The screenshot shows a web browser window displaying the 'COMMUNITY PLANNING RESOURCE' website. The address bar shows the URL: http://planning.lc.wisc.edu/Planning%20Toolkit/CPR_PT_Housing.htm. The website has a navigation menu on the left with links to Mission, Overview, PLANNING PROCESS, PLANNING RESOURCES, PLANNING TOOLKIT (highlighted in red), COMMUNITY TEMPLATES, SPECIAL PLANNING NEEDS, COASTAL PLANNING, MAPS AND DATA, ENERGY, Glossary, Links, and Discussion Forum. The main content area is titled 'COMMUNITY PLANNING RESOURCE' and features a table of planning toolkit categories. The 'HOUSING' category is selected, leading to an 'Instant Overview' page. The overview text states: 'The Housing element in your Comprehensive Plan involves planning for existing and future housing provisions in your community. In this portion of your Comprehensive Plan, your community should assess the current status of the housing supply and demand. You should also outline specific goals, policies, objectives, plans, and programs that promote the development of housing for residents. The new policies and programs should provide housing choices that meet the needs of all members in your community.' Below this, it says: 'It is important that your Comprehensive Plan coordinate housing policies with decisions regarding the other elements. Because housing is the major user of land in urban areas, it directly affects most other comprehensive plan elements. The goals and projects you plan set forth in the Housing element will affect Transportation, Land Use, Utilities and Community Facilities, Economic Development and Agricultural, Natural, and Cultural Resources. Your community will

PLANNING TOOLKIT		
ISSUES & OPPORTUNITIES	HOUSING	TRANSPORTATION
AGRICULTURAL NATURAL & CULTURAL RESOURCES	COMMUNITY FACILITIES	ECONOMIC DEVELOPMENT
INTERGOVERNMENTAL COOPERATION	LAND USE ELEMENT	IMPLEMENTATION

Home >> Planning Toolkit >> **Housing**

HOUSING

Instant Overview

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Community Template: *Web Presence*

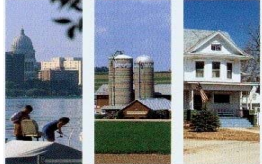
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Design Dane!



Creating a Design (Diverse Environment through Sensible, Intelligent Growth Now) for Dane County's Future

Mission

Overview

PLANNING PROCESS

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Glossary

Links

Discussion ForumCommunity Template

COMMUNITY ENGAGEMENT	COMPREHENSIVE PLANNING ELEMENTS	TRAINING
DOCUMENTS & PUBLICATIONS	AGENCIES & ORGANIZATIONS	EVENTS & NEWS

Home >> Planning Resources >> Comm

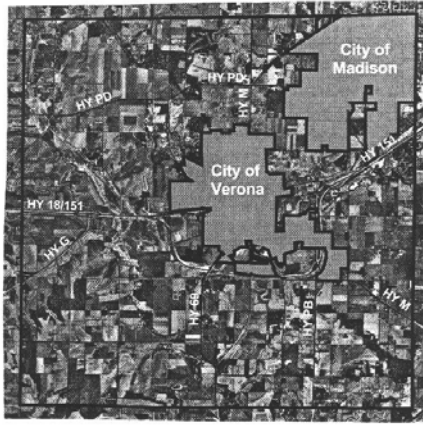
Online survey:

Tell us what you think

This on-line survey has been designed to give citizens of the Town of Verona an opportunity to register their opinions on a variety of land use issues that face our community. The land use planning task force will use input from the survey to help guide the development of a comprehensive land use plan, responding to the State of Wisconsin's "Smart Growth" law and helping our community grow better and stronger. **To begin the survey, simply click on the survey cover image.**

Town of Verona

LAND-USE SURVEY



0 1 2 Miles

A digital orthophoto of Verona Township showing major highways and municipal boundaries.

Orthophoto from Dane County Land Information Office.
Originally created by Ayres and Associates at 1-meter pixel resolution.

Internet



Conclusions

- Too soon to tell!
- “beta-testing” template in WI communities
- Roll-out in 2004
- Free and accessible - get in touch
- COMMENTS, QUESTIONS, COMPLAINTS?
Jeff Sledge - jssledge@wisc.edu
Steve Ventura - sventura@wisc.edu
<http://www.lic.wisc.edu>

